

CLAIMS

1. A computer implemented method comprising:
5 maintaining a profile for each of a plurality of
 senders;
 Establishing a recipient preference;
 Generating a single, comprehensive message comprising
 information according to the recipient preference
10 and the profile for each of the plurality of
 senders; and
 Delivering the single, comprehensive message to the
 recipient.
2. The method of claim 1, wherein maintaining the profile
15 for each of the plurality of senders comprises:
 receiving one or more sender preferences;
 generating an action associated with a triggering event
 based on one or more of the one or more sender
 preferences;
20 and performing the action upon the occurrence of the
 triggering event.
3. The method of claim 2, wherein the triggering event is
determined by the recipient preference.
4. The method of claim 2, wherein the triggering event is
25 determined by a delivery matrix according to the profile
 of each of the plurality of senders and the recipient
 preference.
5. The method of claim 2, wherein the action comprises
inserting a sender placement into the message.
- 30 6. The method of claim 5, wherein the sender placement
 comprises an advertisement.
7. The method of claim 5, wherein the sender placement
comprises a coupon.
8. The method of claim 5, wherein the sender placement
35 comprises a link to a sender web address.

9. The method of claim 1, wherein the recipient preference comprises one or more directives.
10. The method of claim 8 wherein one or more of the one or more directives comprises a user defined request.
- 5 11. The method of claim 1, wherein establishing the recipient preference comprises receiving one or more directives from a recipient.
12. The method of claim 1, wherein there is no independent relationship between any pair of the plurality of
- 10 senders.
13. A computer implemented method comprising:
- maintaining a first profile comprising a plurality of filters of a first sender;
- Maintaining a second profile comprising a plurality of
- 15 filters of a second sender;
- Associating a first action with any combination of the plurality of filters of the first sender;
- Associating a second action with any combination of the plurality of filters of the second sender;
- 20 Generating a single message according to a collaboration of the first action and the second action; and
- Delivering the single message to a recipient.
- 25 14. The method of claim 13, further comprising maintaining a third profile of the recipient, wherein delivery of the single message is determined in accordance with the third profile.
- 30 15. The method of claim 13, wherein the collaboration comprises combining the first action and the second action into a third action, wherein the third action is not identifiable in the one or more directives of the first sender nor in the one or more directives of the
- 35 second sender.

16. A computer implemented method comprising:

Maintaining a first relationship with a first sender;
Maintaining a second relationship with a second

5 sender;

Maintaining a third relationship with a recipient; and
Generating a message according to a combination of the
first relationship, the second relationship and the
third relationship.

10 17. The method of claim 16, wherein each of the first, the
second and the third relationship exist and operate
independently of each other.

18. A computer implemented method comprising:

maintaining a relationship profile for a plurality of
15 senders;

maintaining a relationship for a plurality of
recipients;

Generating a plurality of unique, comprehensive
messages, each unique, comprehensive message
20 corresponding to one of the plurality of recipients
and comprising content according to a collaboration
of the relationship of the one of the plurality of
recipients and the relationship profile of each of
the plurality of senders; and

25 Delivering the unique, comprehensive message to its
corresponding recipient.

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